



POLITICAL 2016

Advertiser: JULIE WINTER REDDING CITY COUNCIL
 Agency:
 Buyer: NATHAN PARMELEE
 Length(s): :30
 Proposal #: 403299
 Market [Rank]: CHICO, CA-RENTAK LO
 Books: SEPTEMBER 16-RENTAK LO
 Flight Dates: 10/03/16 - 11/07/16

Station Contact:
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Program DP Days Time	Rate Weeks	Oct 3	Oct 10	Oct 17	Oct 24	Oct 31	Nov 7	Cost Spots	A1849 000 CPM	A50+ 000 CPM
KRCR NEWS CH 7: DAYBREAK 6AM M M-F 6:00A- 7:00A	\$150 3 \$175 2	5 3 -	3 -	3 -	- 2	- 3	- -	\$1,650 11 \$875 5	8.0 \$18.75 8.0 \$21.88	9.0 \$16.67 9.0 \$19.44

Rationale: OV:08.25.16-09.01.16 (RENTAK-LO)

CHANNEL 7 NEWS @ 5PM R M-F 5:00P- 5:30P	\$200 1	1	-	-	-	-	-	\$200 1	11.2 \$17.86	17.5 \$11.43
CHANNEL 7 NEWS @ 530PM R M-F 5:30P- 6:00P	\$200 3 \$225 3	4 -	5 -	2 -	- 3	- 2	- 1	\$2,200 11 \$1,350 6	11.9 \$16.81 11.9 \$18.91	18.4 \$10.87 18.4 \$12.23

Rationale: OV:08.25.16-09.01.16 (RENTAK-LO)

Weekly Subtotals	10	8	5	5	5	1	\$6,275
							34

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A1849	34	\$6,275	341.50	\$18.37	54.8	5.77	59,217	108,061
A50+			474.30	\$13.23	59.86	7.05	67,249	112,344

Month breakdown (calendar):	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM	Reach	Frequency
Oct-16	33	97.1%	\$6050	96.4%	329.60	96.5%	\$18.36	53.97	5.65
Nov-16	1	2.9%	\$225	3.6%	11.90	3.5%	\$18.91	54.8	5.77

Dayparts: M - MORNING; R - EARLY NEWS

Client Signature: _____ Date: _____